

The influence of Memorable Experience to Revisit Intention in Baduy Traditional Village

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Abstract—Baduy Traditional Village, which is a cultural tourism, still faces the problem of the low revisit of tourist intentions. Therefore, Baduy Traditional Village seeks to improve revisit intention by creating a memorable experience consisting of memorable experiences which consist of perceived opportunities for encounter authentic local experience, perceived professionalism of local guides, perceived novelty, perceived local hospitality, perceived significance and perceived opportunities for social interaction. The type of research conducted is descriptive and verification using the explanatory survey method. The research respondents were 112 tourists visiting the Baduy Traditional Village. The data analysis technique used is multiple regression analysis techniques. The results of the study show that the memorable experience has an influence on revisit intention in the Baduy Traditional Village.

Keywords—memorable experience; revisit intention; baduy traditional village

I. INTRODUCTION

As one of the leading destinations of Banten Province, Baduy Traditional Village is a tourist destination that is in demand by tourists. According to Mr Sarpin, Kasi of Baduy Village administration, tourists visiting Baduy Traditional Village are more dominated by general types of tourists, although there are still some study tourists tour every year. The following data on the number of domestic tourists visiting Adat Baduy Village can be seen in Table I:

TABLE I. VISITORS OF DOMESTIC TOURISTS TO BADUY TRADITIONAL VILLAGE 2013 - 2017

Year	Tourists
2013	2.616
2014	6.460
2015	3.181
2016	8.891
2017	11.500

Source: Dinas Pariwisata Kabupaten Lebak 2018

Table I shows the number of tourists visiting Baduy Traditional Village is relatively fluctuating and unstable. The decline occurred in 2015 to be 3,181 which previously amounted to 6,460. This number represents a significant

decrease in the number of tourists. However, after that it re-increased in 2016 until 2017.

The increasing number of tourists visit in the year 2016 and 2017 was because of the existence of the Festival held on 28 to 30 October, the festival included Baduy traditions such as art and cultural performances. According to the head of the tourism agency of Lebak Regency, Hayat Syahida, the event was proven to increase the number of tourists. These problems can be overcome by improving tourists revisit intention, because increasing the revisit intention will press charges, issued to this statement resonated with [1] who mentioned that the cost to attract visitors to perform repeated visits is less than the one to attract new visitors.

The number of tourists in a destination which increases every year could not ensure whether such travelers have intention to visit again in the future and recommend the destination to others or not. This can be proven when the majority of the respondents who have a good response to a destination do not still make the revisit to destinations they visit before.

Baduy Traditional is a cultural asset which can be a potential destinations to be developed and can generate revenue as well as area welfare society. However, being applied to Traditional Village tourism has not been much developed in terms of experience, because this government or tourism manager are applied to only repair the facility and its infrastructure setup. According to the Kepala Bidang Pariwisata Dinas Pemuda, Olahraga, dan Pariwisata (Dispora) Kabupaten Lebak Oman Nurohman in Rencana Induk Pengembangan Pariwisata Daerah (RIPPDA), the government will build infrastructure, lodging and commercial center as tourism development. It is not a major thing to develop cultural tourism infrastructure because cultural tourism is applied to the display its traditional as a value experience that has to be developed.

Meanwhile, tourists who want to visit are applied back to a Traditional Village due to a wish to return to feel natural beauty, look at the uniqueness of the local culture and wisdom which is still very traditional and feel the life of the community

applied without any modernization. This is what being a unique and memorable experience that became a tourism so that tourists can remember the experience and returned the intention to visit back to the Baduy Traditional Village and not due to the development of facilities and infrastructure thus reducing the experience obtained by the tourists in Baduy Traditional Village. The results of a pre-study done against 30 respondents visiting the Baduy Village in order to amplify the phenomenon of problems that occur in Baduy Village can be seen in Figure 1 as follows:

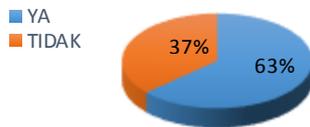


FIG. 1. The Results of Pre Research, Interests Visit Back in Baduy Traditional Village

Source: Data Processing Results Of Pra Research 2018

Figure 1 shows that the results of field research in 2018 committed against 30 respondents ever do excursions to the Baduy Traditional Village. Be aware that 63% or 19 tourists do not want to re-visit to the Baduy Traditional Village because the authenticity of the Baduy is already influenced little by outside culture, we can see easily the Baduy society already dressed like society in General, which reduce the identity applied to make a reason for tourists to come back for a visit to the Baduy Traditional Village. While just 37% or 11 tourists who intend to visit Traditional Village were applied to re-duce the natural atmosphere of the want to feel the beauty which is far from modernization.

The development of Baduy Traditional Village which should be prioritized is the development in terms of experience such as through the development of human resources to preserve its baduy so that tourists can still experience the traditional Baduy culture which is still very traditional and of course the development of experience aspects can create a revisit tourist intention to Baduy Traditional Village.

There are factors that influence the revisit of tourist intentions such as tourist motivation, tourist experience, tourism attractiveness [2], satisfaction and quality [3]. Other research suggests that promotion effort, and new attractions [4] affect revisit intention.

The purpose of tourists to return to a destination is not only influenced by perceived attraction or satisfaction but comes from past experience [5]. This is supported by research [6] which states that experiences that are well presented will produce positive memories, which in turn form an evaluation of the next tourist attitude, such as satisfaction and intention in the future. Clear memories from visitors provide useful insights to remember their experiences over a long period of time that will strengthen revisit intention [7]. This is in line with research [7] which shows that if tourists can remember the experience, it will increase and strengthen the intention to visit again. Therefore, this is the main thing to improve the experience of visitors in order to create revisit intention [8].

The Memorable experience in this study became a way to improve revisit intention. [9] suggests that tourists will look for an experience in a tourist destination that makes unforgettable impressions, arouses the senses, touches the heart, and stimulates the mind. Therefore, the value of experience is considered as a tool that can be applied to managerial and

organizational effectively [8]. Creating a memorable experience is one of the main product activities in tourism [10]. The research conducted [11] suggested that a memorable experience had an influence on the intention to revisit at a tourist destination in Sanjai Tourism Village in Bukittinggi.

Based on the description above, the writer is interested in conducting research on the **"Influence of Memorable Experience to Revisit Intention in Baduy Traditional Village"**.

II. LITERATURE REVIEW

According to [12] tourists use personal experience to form cognitive and effective evaluations of service relationships and thus form a level of satisfaction. Experience refers to the combination of environment, goods, and services purchased [13]. Experience is considered as a valuable economic offer, experience provides a way for tourists to exploit their senses, immerse themselves in the surrounding environment and even experience extraordinary personal growth and transformation [14]. This is what makes an experience become a valuable thing for Baduy Traditional Village tourists.

Memorable tourism experience operationally defined as a tourism experience that is remembered and recalled after the event took place. This is built on tourism experience based on the individual's assessment of the experience [15] Memorable experiences are more intense than basic experiences and are remembered for a long time partly due to the higher personal involvement, quite challenging experiences or experiences connecting to the personal value systems of Gool and Wijngaarden in [16].

[17] describes sub-variables that are contained in the *Memorable Tourism Experience*, consists of 10 sub variable as follows: *perceived opportunities for encounter authentic local experience, perceived meaningfulness, perceived professionalism of local guides, perceived novelty, perceived local hospitality, perceived significance, perceived opportunities for social interaction, and serendipity & surprises.*

Revisit intention comes from the intention of behavior. The standpoint of behavioral intentions are the vacation intentions of tourists to visit the return destination of the year and the intention to come to these destinations often [4]. [3] in his research mentioned there are three dimensions of revisit intention, i.e. likelihood to visit again, likelihood to recommend to others, and the likelihood that will be first choice for future visits.

[18] States that understanding consumer behavior is very important for the company to find out how the potential consumer will respond to products or services that they use and to help companies identify their opportunities in the future. According to [19] in his book, he defined the consumer behavior is the study of the processes involved when consumers acquire, consume and dispose of products, use of services, activities, and ideas for meet their needs and desires.

By understanding the consumer behavior, company can know what makes consumers feel interested in using a product or service, it is related to the experiences that they had felt before. Good and bad experiences when visiting a certain destination will determine consumer behavior itself. It is therefore important for the Organizer destinations to create a memorable experience for tourists or known as memorable experience. [15] defines the tourism experience as memorable experience tourism that can be remembered after the event,

which can be influenced or could be built by their own tourism experience before.

Based on the above exposure, then the researchers posited the hypothesis that "there are influences between memorable experience to revisit intention in Baduy Traditional Village .

III. RESEARCH METHODS

This study analyzes the independent variables and the dependent variable. In this study, the independent variable (X) is a memorable experience that has six sub-variables, namely perceived opportunities for encounter authentic local experience (X₁), perceived professionalism of local guides (X₂), perceived novelty (X₃), perceived local hospitality (X₄), perceived significance (X₅) and perceived opportunities for social interaction (X₆). As for variable Y that is examined is revisit intention Y (Y) It has three variables, that is likelihood to visit again (Y1), likelihood to recommend to others (X2), likelihood that will be first choice for future visits (X3). This research was conducted in Baduy Traditional Village.

Respondents in this study were tourists visiting Baduy Traditional Village. This research was conducted less than one year, therefore, the research method used was a cross sectional study.

Based on the variables studied, the type of research used is descriptive and verification research. The research method used is the explanatory survey method.

The population in this study were tourists visiting Baduy Traditional Village, which is 11,500 tourists in 2017. This study used a sample of 112 respondents calculated using the Tabachnick formula. The sample technique used in this study was a systematic random sampling technique.

Based on the data sources listed, the types of data collected in this study are primary and secondary data. Data collection techniques used in this study were interviews, observations, questionnaires and literature studies.

The results of the tests carried out include the validity and reliability tests showing that on 21 items the questions for the memorable experience variable and 3 questions for the variable revisit intention were declared valid and reliable so that they could be used as the correct measuring instrument.

The data analysis technique used in this study is multiple linear regression. The multiple regression equation is formulated as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + b_5 X_5 + b_6 X_6$$

Information:

Y = *Revisit Intention*

a = Constant value

b = regression coefficient

X₁=*Perceived Opportunities for Encounter Authentic Local Experience*

X₂=*Perceived Profesionalism of Local Guides*

X₃=*Perceived Novelty*

X₄=*Perceived Local Hospitality*

X₅=*Perceived Significance*

X₆=*Perceived Opportunities for Social Interaction*

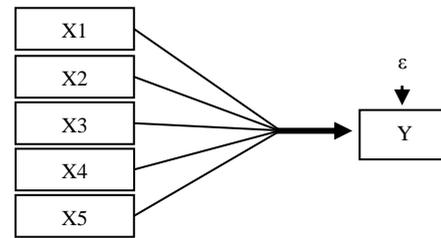


Fig. 2. Multiple Linear Regression

IV. RESEARCH RESULTS AND DISCUSSION

The sub variable or dimension of the memorable experience consists of *perceived opportunities for encounter authentic local experience, perceived professionalism of local guides, perceived novelty, perceived local hospitality, perceived significance and perceived opportunities for social interaction.* Based on the results of processing data from questionnaires that have been distributed can be seen the results of tourist responses Baduy Traditional Village.

TABLE II. RECAPITULATION RESULT OF TOURISTS RESPONSE TO MEMORABLE EXPERIENCE IN BADUY TRADITIONAL VILLAGE

No	Dimension	Number of Questions	Total Score	Average score
1	<i>Local Experience</i>	4	1924	481
2	<i>Local Guides</i>	5	2316	463
3	<i>Novelty</i>	4	1932	483
4	<i>Local hospitality</i>	3	1402	467,33
5	<i>Significance</i>	2	990	495
6	<i>Social Interaction</i>	3	1315	438,33
	Total	21	9879	2.828

Based on table II the recapitulation of the results of the recapitulation of tourist responses to memorable experiences in Baduy Traditional Village, it is seen that the sub-variable with the highest value is perceived significance with an average score of 495, then the second highest value perceived perceived novel with an average score worth 483, followed by sub-variables perceived opportunities for encounter authentic local experience with an average score of 481, perceived local hospitality with an average score of 467.33, perceived professionalism of local guides with an average score of 463 and the last sub variable with the lowest average score, namely perceived opportunities for social interaction, is 438.33.

The indicators of Revisit intentions are likelihood to revisit, likelihood to recommend to others, the opportunity to be first choice for future visits. Based on the results of processing data from questionnaires that have been distributed, the results of tourist responses Baduy Traditional Village can be seen below:

TABLE III. RRECAPULATION RESULT OF TOURISTS REVISIT INTENTION IN BADUY TRADITIONAL VILLAGE

No	Dimension	Number of Questions	Total Score	Average score
1	<i>Revisit Intention</i>	1426	3	475,3
	Total	1426	3	475,3

Based on Table 1.3 the recapitulation of tourist responses to the Revisit Intention at Baduy Traditional Village, the results of tourist responses to the revisit intention at Baduy Traditional Village show that the number of scores for the revisit intention variable with these 3 statements is 1426 with an average score of 475.3.

Multiple regression equation is the result of the equation of the process of determining the most accurate prediction

equation from multiple or several predictors. In this study there are also six memorable experience sub-variables which are predictors of revisit intention.

$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + \dots + b_nx_n$
$Y = 6,483 + 0,260X_1 - 0,077X_2 + 0,023X_3 + 0,100X_4$

The results of the analysis show that the constant value is 6.483, which means that if X1, X2, X3, X4, X5, and X6 are ignored, the level of revisit intention is 6.483. The coefficient of X1 of 0.260 means that for each increase in one unit of value perceived opportunities for encounter authentic local experience will increase the value of intention return by 0.260. The coefficient of X2 of -0.077 means that for each decrease in one unit of value perceived professionalism of local guides will reduce the revised value of intention by -0.077. The coefficient of X3 of 0.023 means that for each increase in one unit the value of perceived novelty will increase the revised value of intention by 0.023. The coefficient of X4 of 0.100 means that for each increase in one unit of value perceived local hospitality will increase the revised value of intention by 0.100. The coefficient of X5 of 0.485 means that for each increase in one unit of value the perceived significance will increase the value of the intention return of 0.485. While the X6 coefficient of -0.217 means that for each decline in one unit of value perceived opportunities for social interaction will reduce the revised value of intention by -0.217

V. CONCLUSION AND RECOMMENDATIONS

A. Conclusion

Based on the results of the research conducted between the memorable experience and revisit intention, we could conclude that:

1. In general, tourists' opinions on memorable experiences at Baduy Traditional Village which consist of perceived opportunities for encounter authentic local experience, perceived professionalism of local guides, perceived novelty, perceived local hospitality, perceived significance and perceived opportunities for social interaction received good ratings from visitors. The highest rating of the six dimensions is obtained by the dimensions of perceived significance, as measured by the level of privilege of experience for tourists and the level of pride of tourists in traveling. The lowest value is perceived dimensions of opportunities for social interaction which is measured based on the level of convenience of tourists in interacting with local residents, the comfort of tourists in interacting with local residents, the convenience of traveling with friends or family.
2. The response of tourists regarding revisit intention has gotten a good rating. The three indicators also received good responses from respondents. The highest indicator rating was obtained from the response of the availability of tourists to recommend Baduy Traditional Village and the lowest rating was on the indicator of the availability of tourists to return to Baduy Traditional Village.
3. Based on the results of testing the hypothesis that memorable experience has a simultaneous effect on revisit intention. But partially, only two sub-variables, namely perceived opportunities for encounter authentic local experience and perceived significance that have an influence on revisit intention. While the sub-variables perceived professionalism of local guides, perceived novelty, perceived local hospitality, and perceived opportunities for social interaction did not have a

significant effects on the revisit of tourist intentions in Baduy Traditional Village.

B. Recommendations

Based on the results of research obtained from the findings that have been produced, the authors provide suggestions or recommendations as follow in the hope of providing input for progress and development Baduy Traditional Village .

1. This study proves that there is a significant influence between the memorable experience and the revisit of tourist intention. In addition, this study also shows that there are still problems that must be faced by the Baduy Traditional Village. The results of the assessment with the smallest score of the memorable experience are towards the indicators of perceived opportunities for social interaction. This shows that the interaction between tourists and the Baduy Traditional Village community is still low when compared with other indicators. Therefore, the author's recommendation is the opening of the Baduy Traditional Village community to new people who visit, even though the characteristics of the Baduy community cover themselves up, this can be overcome through human resource development to keep preserving its 'Baduy things' so that tourists can still experience indigenous cultural experiences since Baduy is still very traditional with good communication between tourists and the local community.
2. The indicator of measuring revisit intention that gets the lowest rating from tourists is about the availability of tourists to revisit. The assessment is based on the intention of tourists in the future after visiting Baduy Traditional Village. Therefore, recommendations from researchers, namely, the Baduy Traditional Village should be more developed in terms of experience such as creating a traditional sense of Baduy Traditional Village society, namely from traditional clothing, traditional houses, or traditional activities when at the entrance of tourist arrivals it is intended the creation of impressive experiences in the minds of tourists and of course the development of aspects of experience built can further create a tourists' intention to Baduy Traditional Village.
3. Recommendations for further research, are expected to be able to examine with different methods and with other factors to be able to increase the revisit intention at Baduy Traditional Village. The next researcher can raise the issue that is currently popular such as sustainable tourism and cultural tourism, because Baduy Traditional Village itself is closely related to the natural, social, and economic environment of the surrounding community, so that in its development, Baduy Traditional Village can become sustainable-based tourism.

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